

Application No. 09/857,257
Reply to Office Action of May 18, 2006

Amendments to and Listing of the Claims:

Please amend claims 1 and 5, cancel claims 10-46, and add new claims 47-80 as follows:

1. (currently amended) In a networked environment having a plurality of computer systems interconnected for the purpose of instantaneously transmitting and receiving data, a method for auctioning an advertisement opportunity, said method comprising the steps of:

(a) providing notification of an advertisement opportunity from a content/opportunity provider computer system, wherein said advertisement opportunity corresponds to an opportunity to transmit an advertisement to a consumer;

(b) receiving an advertisement characterization from an advertiser computer system, wherein said advertisement characterization corresponds to an advertisement;

(c) calculating a correlation factor between said advertisement characterization and said consumer in a profiler computer system;

(d) transmitting said correlation factor to said advertiser computer system prior to receiving a bid for said advertisement opportunity from said advertiser computer system;
and

(e) receiving a successful bid for said advertisement opportunity at said content/opportunity provider computer system, wherein said successful bid results in the transmission of said advertisement to said consumer in said advertisement opportunity.

2. (original) The method described in claim 1 wherein said advertisement characterization is in the form of an ad characterization vector, said consumer is represented by a consumer characterization vector, and said correlation factor in step (c)

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is calculated as the scalar product between said ad characterization vector and said consumer characterization vector.

3. (original) The method described in claim 2 wherein said consumer characterization vector contains a demographic characterization of said consumer and wherein said ad characterization vector contains a demographic characterization of the target market for said advertisement.

4. (original) The method described in claim 2 wherein said consumer characterization vector contains a product preference characterization of said consumer and wherein said ad characterization vector contains a product preference target market for said advertisement.

5. (currently amended) In a networked environment having a plurality of computer systems interconnected for the purpose of instantaneously transmitting and receiving data, a method for auctioning an advertisement opportunity, said method comprising the steps of:

(a) providing notification of an advertisement opportunity from a content/opportunity provider computer system to a plurality of computer systems representing advertisers, wherein said advertisement opportunity corresponds to an opportunity to transmit an advertisement to a consumer;

(b) receiving a plurality of advertisement characterizations from said plurality of computer systems representing advertisers, wherein each of said advertisement characterizations corresponds to an advertisement;

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- (c) calculating a plurality of correlation factors between said advertisement characterizations and said consumer in a profiler computer system;
- (d) transmitting said correlation factors to said plurality of computer systems representing advertisers prior to receiving a bid for said advertisement opportunity from said plurality of computer systems representing advertisers;
- (e) receiving a plurality of bids for said advertisement opportunity at said content/opportunity provider computer system; and
- (f) selecting a successful bid from said plurality of bids for said advertisement opportunity wherein said successful bid results in the transmission of said advertisement to said consumer in said advertisement opportunity.

6. (original) The method described in claim 5 wherein said advertisement characterization is in the form of an ad characterization vector, said consumer is represented by a consumer characterization vector, and said correlation factor in step (c) is calculated as the scalar product between said ad characterization vector and said consumer characterization vector.

7. (original) The method described in claim 6 wherein said consumer characterization vector contains a demographic characterization of said consumer and wherein said computer readable ad characterization vector contains a demographic characterization of the target market for said advertisement.

8. (original) The method described in claim 6 wherein said consumer characterization vector contains a product preference characterization of said consumer and wherein said

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computer-readable ad characterization vector contains a product preference target market for said advertisement.

9. (original) The method described in claim 5 wherein the selecting of said successful bid in step (f) is based on the highest bid of said plurality of bids.

10 – 46: (canceled)

47. (new) The method of claim 1, wherein said correlation factor represents the degree of similarity between said advertisement and said consumer.

48. (new) The method of claim 1, wherein said correlation factor is non-Boolean.

49. (new) The method of claim 1, wherein said correlation factor is a gradation of the correlation between said advertisement characterization and said consumer.

50. (new) The method of claim 1, wherein the value of said successful bid is based on the correlation factor transmitted in step (d).

51. (new) The method of claim 1, wherein said correlation factor is decimal.

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52. (new) In a networked environment having a plurality of computer systems interconnected for the purpose of instantaneously transmitting and receiving data, a method for auctioning an advertisement opportunity, said method comprising:

(a) providing notification of an advertisement opportunity from a content/opportunity provider computer system, wherein said advertisement opportunity corresponds to an opportunity to transmit an advertisement to a consumer;

(b) receiving an advertisement characterization from an advertiser computer system, wherein said advertisement characterization corresponds to an advertisement;

(c) calculating a correlation factor between said advertisement characterization and said consumer in a profiler computer system;

(d) transmitting said correlation factor to said advertiser computer system; and

(e) receiving a successful bid at said content/opportunity provider computer system, wherein said successful bid is received in response to said correlation factor being transmitted to said advertiser computer system for said advertisement opportunity and results in the transmission of said advertisement to said consumer in said advertisement opportunity.

53. (new) The method of claim 52, wherein said correlation factor is transmitted to said advertiser computer system prior to receiving a bid for said advertisement opportunity from said advertiser computer system.

54. (new) The method of claim 52, wherein said correlation factor represents the degree of similarity between said advertisement and said consumer.

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55. (new) The method of claim 52, wherein said correlation factor is non-Boolean.

56. (new) The method of claim 52, wherein said correlation factor is a gradation of the correlation between said advertisement characterization and said consumer.

57. (new) The method of claim 52, wherein the value of said successful bid is dependent on the correlation factor transmitted in step (d).

58. (new) The method of claim 52, wherein said correlation factor is decimal.

59. (new) In a networked environment having a plurality of computer systems interconnected for the purpose of instantaneously transmitting and receiving data, a method for auctioning an advertisement opportunity, said method comprising:

(a) providing notification of an advertisement opportunity from a content/opportunity provider computer system, wherein said advertisement opportunity corresponds to an opportunity to transmit an advertisement to a consumer;

(b) receiving an advertisement characterization from an advertiser computer system, wherein said advertisement characterization corresponds to an advertisement;

(c) calculating a correlation coefficient between said advertisement characterization and said consumer in a profiler computer system;

(d) transmitting said correlation coefficient to said advertiser computer system;

and

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(e) receiving a successful bid for said advertisement opportunity at said content/opportunity provider computer system, wherein said successful bid results in the transmission of said advertisement to said consumer in said advertisement opportunity.

60. (new) The method of claim 59, wherein said correlation coefficient represents the degree of similarity between said advertisement and said consumer.

61. (new) The method of claim 59, wherein said correlation factor is transmitted to said advertiser computer system prior to receiving a bid for said advertisement opportunity from said advertiser computer system.

62. (new) The method of claim 59, wherein said correlation coefficient is decimal.

63. (new) In a networked environment having a plurality of computer systems interconnected for the purpose of instantaneously transmitting and receiving data, a method for auctioning an advertisement opportunity, said method comprising:

(a) providing notification of an advertisement opportunity from a content/opportunity provider computer system, wherein said advertisement opportunity corresponds to an opportunity to transmit an advertisement to a consumer;

(b) receiving an advertisement characterization from an advertiser computer system, wherein said advertisement characterization corresponds to an advertisement;

(c) calculating a correlation factor between said advertisement characterization and said consumer in a profiler computer system;

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- (d) transmitting said correlation factor to said advertiser computer system; and
- (e) receiving a successful bid for said advertisement opportunity at said content/opportunity provider computer system, wherein said successful bid results in the transmission of said advertisement to said consumer in said advertisement opportunity, and wherein said bid is based on said correlation factor.

64. (new) The method of claim 63, wherein said bid is calculated by said advertiser computer system using said correlation factor.

65. (new) The method of claim 63, wherein said correlation factor is transmitted to the advertiser computer system prior to receiving a bid for said advertisement opportunity from said advertiser computer system.

66. (new) The method of claim 63, wherein said correlation factor represents the degree of similarity between said advertisement and said consumer.

67. (new) The method of claim 63, wherein said correlation factor is non-Boolean.

68. (new) The method of claim 63, wherein said correlation factor is a gradation of the correlation between said advertisement characterization and said consumer.

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69. (new) The method of claim 63, wherein said correlation factor may be described by more than two values.

70. (new) The method of claim 63, wherein said correlation factor is a decimal.

71. (new) In a networked environment having a plurality of computer systems interconnected for the purpose of instantaneously transmitting and receiving data, a method for buying an advertisement opportunity, said method comprising:

(a) receiving at an advertiser computer system notification of an advertisement opportunity, from a content/opportunity provider computer system, wherein said advertisement opportunity corresponds to an opportunity to transmit an advertisement to a consumer;

(b) providing an advertisement characterization corresponding to an advertisement from said advertiser computer system to a profiler computer system;

(c) receiving, at said advertiser computer system, from the profiler computer system, a correlation factor representing the correlation between said advertisement characterization and said consumer;

(d) determining a bid for said advertisement opportunity; and

(e) transmitting said bid to said content/opportunity provider.

72. (new) The method of claim 71, wherein said determining is based at least in part on said correlation factor.

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73. (new) The method of claim 71, further comprising:

(f) receiving a notification that said bid was successful.

74. (new) The method of claim 71, wherein said correlation factor represents the degree of similarity between said advertisement and said consumer.

75. (new) The method of claim 71, wherein said correlation factor is a gradation of the correlation between said advertisement characterization and said consumer.

76. (new) The method of claim 71, wherein said correlation factor is decimal.

77. (new) The method of claim 5, wherein said transmitting of step (d) occurs simultaneously for each of the correlation factors.

78. (new) The method of claim 5, wherein each of said plurality of correlation factors represents the degree of similarity between the corresponding advertisement and said consumer.

79. (new) The method of claim 5, wherein each of said plurality of correlation factors is a gradation of the correlation between each corresponding advertisement characterization and said consumer.

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80. (new) The method of claim 5, wherein each of said plurality of correlation factors is decimal.

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